

DUPLICATE

INVOICE



WLKY-TV
1918 Mellwood Ave.
Louisville, KY 40206
Main: (502)893-3671
Billing: (410)338-6432

www.wlky.com

Billing Address:

Buying Time, LLC.
Attention: Erica Corso
650 Massachusetts Ave NW
Ste 210
Washington, DC 20001

Send Payment To:

WLKY-TV
PO Box 26880
Lehigh Valley, PA 18002-6880

Invoice #	Invoice Date	Invoice Month	Invoice Period
969701-1	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WLKY	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Donnelly/D/Senate	DONNELLY/S/D	2596

Flight Dates	Order #	Alt Order #
11/02/12 - 11/06/12	969701	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	11/02/12	11/02/12	M-F NewsChannel 32 No	12p-1p	----F--	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12	----F--				1	\$350.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	F	11/02/12	12:44 PM	M-F NewsChannel 32 Noon	12p-1p	:30	JSD12- 23- 30	\$350.00 NM
2	11/05/12	11/05/12	M-F NewsChannel 32 No	12p-1p	M-----	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	11/05/12	11/11/12	M-----				1	\$350.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	M	11/05/12	12:41 PM	M-F NewsChannel 32 Noon	12p-1p	:30	JSD12- 23- 30	\$350.00 NM
3	11/02/12	11/02/12	M-F NewsChannel 32	5p 5p-6p	----F--	:30	2	\$750.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12	----F--				2	\$750.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WLKY	F	11/02/12	5:10 PM	M-F NewsChannel 32	5p-6p	:30	JSD12- 23- 30	\$750.00 NM
1	WLKY	F	11/02/12	5:44 PM	M-F NewsChannel 32	5p-6p	:30	JSD12- 23- 30	\$750.00 NM
4	11/05/12	11/05/12	M-F NewsChannel 32	5p 5p-6p	M-----	:30	2	\$750.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	11/05/12	11/11/12	M-----				2	\$750.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	M	11/05/12	5:26 PM	M-F NewsChannel 32	5p-6p	:30	JSD12- 23- 30	\$750.00 NM
2	WLKY	M	11/05/12	5:43 PM	M-F NewsChannel 32	5p-6p	:30	JSD12- 23- 30	\$750.00 NM
5	11/02/12	11/02/12	M-F NewsChannel 32	6p- 6p-630p	----F--	:30	1	\$750.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12	----F--				1	\$750.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	F	11/02/12	6:09 PM	M-F NewsChannel 32	6p-630p	:30	JSD12- 23- 30	\$750.00 NM
6	11/05/12	11/05/12	M-F NewsChannel 32	6p- 6p-630p	M-----	:30	1	\$750.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	11/05/12	11/11/12	M-----				1	\$750.00	

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



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Invoice #	Invoice Date	Invoice Month	Invoice Period
969701-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Donnelly/D/Senate	DONNELLY/S/D	2596	

www.wlky.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	11/05/12	11/05/12	M-F NewsChannel 32 6p-6p-630p		M-----	:30	1	\$750.00	NM
Class of Time - Pre-emptible with notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WLKY Sa 11/03/12 3:29 PM COLLEGE FBALL Reg Season 9a-7:00pm :30 JSD12- 23- 30 \$750.00 NM									
MG for 6.1 11/05									
ER - Football									
1 WLKY M 11/05/12 M-F NewsChannel 32 6p-630p 6p-630p :00 \$750.00 NM									
See MG 6.2									
7	11/03/12	11/03/12	Sa NewsChannel 32 6p-6p-630p		-----S-	:30	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -----S- 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLKY Sa 11/03/12 Sa NewsChannel 32 6p-630p 6p-630p :00 \$450.00 NM									
See MG 7.2									
2 WLKY M 11/05/12 5:59 AM NewsChannel 32 6a-7a 6a-7a :30 JSD12- 23- 30 \$450.00 NM									
MG for 7.1 11/03									
8	11/03/12	11/03/12	Wheel/Jeopardy	7p-8p	-----S-	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -----S- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLKY Sa 11/03/12 7:29 PM Wheel/Jeopardy 7p-8p :30 JSD12- 23- 30 \$600.00 NM									
9	11/04/12	11/04/12	M-Su NewsChannel 32 11p-1135p		-----S	:30	1	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -----S 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLKY Su 11/04/12 11:48 PM M-Su NewsChannel 32 11p-1135p 11p-1135p :30 JSD12- 23- 30 \$900.00 NM									
10	11/05/12	11/05/12	M-Su NewsChannel 32 11p-1135p		M-----	:30	1	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
11/05/12 11/11/12 M----- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLKY M 11/05/12 11:34 PM M-Su NewsChannel 32 11p-1135p 11p-1135p :30 JSD12- 23- 30 \$900.00 NM									
11	11/02/12	11/02/12	Late Night with David Lett 1135p-1237a		----F--	:30	1	\$375.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 ----F-- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLKY F 11/02/12 12:31 AM Late Night with David Letterman 1135p-1237a :30 JSD12- 23- 30 \$375.00 NM									
12	11/05/12	11/05/12	Late Night with David Lett 1135p-1237a		M-----	:30	1	\$375.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
11/05/12 11/11/12 M----- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLKY M 11/05/12 11:57 PM Late Night with David Letterman 1135p-1237a :30 JSD12- 23- 30 \$375.00 NM									
13	11/03/12	11/03/12	NewsChannel32 Sa 5a-6a	5a-6a	-----S-	:30	1	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -----S- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLKY Sa 11/03/12 5:24 AM NewsChannel32 Sa 5a-6a 5a-6a :30 JSD12- 23- 30 \$250.00 NM									



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969701-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Donnelly/D/Senate	DONNELLY/S/D	2596	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
14	11/04/12	11/04/12	NewsChannel32 Su 5a-6:5a-6a		-----S	:30	1	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S	1	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	Su	11/04/12	5:10 AM	NewsChannel32 Su 5a-6a	5a-6a	:30	JSD12- 23- 30	\$250.00 NM
15	11/04/12	11/04/12	NewsChannel 32 Su 6a-7 6a-7a		-----S	:30	1	\$300.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S	1	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	Su	11/04/12	6:21 AM	NewsChannel 32 Su 6a-7a	6a-7a	:30	JSD12- 23- 30	\$300.00 NM
16	11/05/12	11/06/12	Early Show 2	8a-9a	MT-----	:30	2	\$200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	2	\$200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WLKY	M	11/05/12	8:30 AM	Early Show 2	8a-9a	:30	JSD12- 23- 30	\$200.00 NM
1	WLKY	Tu	11/06/12	8:15 AM	Early Show 2	8a-9a	:30	JSD12- 23- 30	\$200.00 NM
17	11/05/12	11/05/12	NewsChannel 32 5a-530a 5a-530a		M-----	:30	1	\$300.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	M	11/05/12	5:10 AM	NewsChannel 32 5a-530a	5a-530a	:30	JSD12- 23- 30	\$300.00 NM
18	11/06/12	11/06/12	Early Show 1	7a-8a	-T-----	:30	1	\$375.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	-T-----	1	\$375.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	Tu	11/06/12	7:56 AM	Early Show 1	7a-8a	:30	JSD12- 23- 30	\$375.00 NM
19	11/02/12	11/02/12	Jeopardy	730p-8p	----F--	:30	1	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	----F--	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	F	11/02/12	7:35 PM	Jeopardy	730p-8p	:30	JSD12- 23- 30	\$1,200.00 NM
20	11/05/12	11/05/12	Jeopardy	730p-8p	M-----	:30	1	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	M	11/05/12	7:28 PM	Jeopardy	730p-8p	:30	JSD12- 23- 30	\$1,200.00 NM
<u>Total Spots</u>							23		

Payment Terms 30 Days

<u>Gross Total</u>	\$13,075.00
<u>Agency Commission</u>	\$1,961.25
<u>Net Amount Due</u>	\$11,113.75